

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	622	((customer or client) near3 (experience or opinion or feedback or perspective)) same (strategy or goal or policy or strategies or policies or principle or "course of action" or "action plan" or gameplan)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:36
L2	211	1 and ((customer or client) near6 (priority or importance or weight or significant or significance))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:12
L3	702	((customer or client) near6 (priority or importance or weight or significant or significance or value)) same (feedback or opinion or survey or questionnaire)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:34
L4	9032	((improv\$5 or increas\$5 or advance or refine or updat\$4 or upgrad\$5) near4 ((customer or client or user) near3 (experience or satisfaction)))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:36
L5	3667	4 and (strategy or goal or policy or strategies or policies or principle or "course of action" or "action plan" or gameplan)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:39
L6	106	4 and ((strategy or goal or policy or strategies or policies or principle or "course of action" or "action plan" or gameplan) near4 (measure or indicator or KPI or metric))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:51
L7	2	"6115691".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/20 20:51

## EAST Search History

L8	41	("4885685"   "4894773"   "4924386"   "4996642"   "5009626"   "5041972"   "5111392"   "5122952"   "5124911"   "5164897"   "5182793"   "5200909"   "5267146"   "5297054"   "5299115"   "5317503"   "5319541"   "5351186"   "5416694"   "5432904"   "5634021"   "5734890").PN. OR ("6115691").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2007/11/20 20:54
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perceived customer priority + improve customer experience

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[The evolution and future of national \*\*customer\*\* satisfaction index models - all 8 versions »](#)  
 MD Johnson, A Gustafsson, TW Andreassen, L Lervik, ... - Journal of Economic Psychology, 2001 - Elsevier  
 ... effect of **perceived** quality on **perceived** price? ... as an overall measure of the **customer's**  
**experience** while satisfaction ... Temporal **priority** of cause to effect is a ...  
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[\[BOOK\] ... of \*\*Customer\*\* Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting \*\*Customer\*\* ... - all 2 versions »](#)  
 TG Vavra - 1997 - books.google.com  
 ... accord the measure -ment of **customer** satisfaction a high **priority**. ... and the actual  
 performance of the product as **perceived** after its ... **ROLE/IMPORTANCE OF CUSTOMER** ...  
 Cited by 77 - [Related Articles](#) - [Web Search](#) - [Library Search](#)

[A conceptual model of \*\*perceived customer\*\* value in e-commerce: A preliminary investigation](#)  
 Z Chen, AJ Dubinsky - Psychology and Marketing, 2003 - doi.wiley.com  
 ... of on-line shopping **experience**, **perceived** product quality ... is considered a major **priority**  
 by executives ... text-dependent nature of **perceived customer** value (Bolton ...  
 Cited by 50 - [Related Articles](#) - [Web Search](#)

[... projects more successful by integrating Kano's model of \*\*customer\*\* satisfaction into quality function ... - all 4 versions »](#)  
 K Matzler, HH Hinterhuber - Technovation, 1998 - Elsevier  
 ... level, but better to **improve** one-dimensional ... one-dimensional requirements is **perceived**  
 as average ... favourable method for ascertaining **customer** expectations and ...  
 Cited by 67 - [Related Articles](#) - [Web Search](#)

[The drivers of \*\*customer\*\* satisfaction and loyalty: Cross industry findings from Denmark - all 4 versions »](#)  
 A Martensen, L Grønholdt, K Kristensen - Total Quality Management, 2000 - ingentaconnect.com  
 ... **Perceived** quality is conceptually divided into two elements ... use the same strategies  
 and **priority**-settings when **improving** their **customer** satisfaction and ...  
 Cited by 43 - [Related Articles](#) - [Web Search](#)

[\[BOOK\] Know Your \*\*Customer\*\*: New Approaches to Understanding \*\*Customer\*\* Value and Satisfaction - all 2 versions »](#)  
 RB Woodruff, S Gardial - 1996 - books.google.com  
 ... from the **customer** did management know what to **improve**. ... lines," and the like) that  
 enhance **customer** satisfac- tion ... Is that value **perceived** as being superior to ...  
 Cited by 137 - [Related Articles](#) - [Web Search](#) - [Library Search](#)

[Improving the Retail Performance by Contrasting Management-and \*\*Customer-Perceived\*\* Store Images A ... - all 4 versions »](#)  
 AC Samli, JP Kelly, HK Hunt - Journal of Business Research, 1998 - Elsevier  
 ... s image on 29 variables as **perceived** by management ... the service process during the  
**customer's** shopping ... is the most significant gap and the highest **priority**. ...  
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perceived customer priority

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**A conceptual model of perceived customer value in e-commerce: A preliminary investigation**

Z Chen, AJ Dubinsky - Psychology and Marketing, 2003 - doi.wiley.com

... a major **priority** by executives (Gale, 1994). Previous research has demonstrated the multidimensional and context-dependent nature of **perceived customer value** ...Cited by 50 - [Related Articles](#) - [Web Search](#)
**Measuring Customer-Perceived Value in Business Markets A Prerequisite for Marketing Strategy ... - all 2 versions »**

W Ulaga, S Chacour - Industrial Marketing Management, 2001 - Elsevier

... Marketing Science Institute identified "value-related" issues as a research **priority**. ...Because **perceived customer value** is not easy to measure in industrial ...Cited by 45 - [Related Articles](#) - [Web Search](#)
**Portfolio management of R&D projects: implications for innovation management - all 7 versions »**

JH Mikkola - Technovation, 2001 - Elsevier

... weaknesses of a firm, but also link its distinct capabilities to **perceived customer satisfaction**. ... Which products should be given **priority** for financial support ...Cited by 16 - [Related Articles](#) - [Web Search](#)
**... relationship between attribute-level performance and overall customer satisfaction: a reconsideration ...**

K Matzler, F Bailom, HH Hinterhuber, B Renzl, J ... - Industrial Marketing Management, 2004 - Elsevier

... **Perceived** performance can be greater than expectations ... customers suggests improving project management with **priority**. **Customer** care is in the area of ...Cited by 28 - [Related Articles](#) - [Web Search](#)
**Determinants of customer-perceived service quality: a confirmatory factor analysis approach - all 3 versions »**

GS Sureshchandar, C Rajendran, RN Anantharaman - Journal of Services Marketing, 2002 - emeraldinsight.com

... I. The critical factors of **customer-perceived** service quality ... back to normalcy by satisfying the **customer** 3. Extent ... 6. Having housekeeping as a **priority** and of ...Cited by 28 - [Related Articles](#) - [Web Search](#)
**The antecedents of employee commitment to customer service: evidence from a UK**

R Peccei, P Rosenthal - The International Journal of Human Resource Management, 1997 - informaworld.com

... do their best by customers when the **perceived** benefits of ... This calculative approach to **customer service** is in ... service is given a high **priority** and constitutes ...Cited by 38 - [Related Articles](#) - [Web Search](#)
**Improving the Retail Performance by Contrasting Management-and Customer-Perceived Store Images A ... - all 4 versions »**

AC Samli, JP Kelly, HK Hunt - Journal of Business Research, 1998 - Elsevier

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Linking **Perceived** Quality and **Customer** Satisfaction to Store Traffic and Revenue Growth\* - all 2 versions »

E Babakus, CC Bienstock, JR Van Scotter - Decision Sciences, 2004 - Blackwell Synergy  
... as " the issue of highest **priority**" (Zeithaml, Berry ... a number of studies used **perceived** quality to ... on firm outcomes is mediated by **customer** satisfaction (Fornell ...  
[Cited by 19](#) - [Related Articles](#) - [Web Search](#)

Measuring **customer** **perceived** online service quality Scale development and managerial implications ... - all 3 versions »

Z Yang, M Jun - International Journal of Operations & Production Management, 2004 - emeraldinsight.com  
... Customers grant **priority** to needed on-screen information concerning products/services. ...  
can be used to further investigate how **customer** **perceived** online service ...  
[Cited by 17](#) - [Related Articles](#) - [Web Search](#)

Service Quality and **Customer** Loyalty in the Commercial Airline Industry

PL Ostrowski, TV O'Brien, GL Gordon - Journal of Travel Research, 1993 - jtr.sagepub.com  
... air carriers, indicate that current levels of **perceived** service quality are  
below potential and that **customer** loyalty to airlines is low. ...  
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**[BOOK] Customer loyalty**

J Griffin - 1995 - altfeldinc.com

... weak preference associated with no **perceived** differentiation leads ... sales, individual customers and **customer** groups leads ... rank market segments by **priority** 6. Do ...Cited by 110 - [Related Articles](#) - [View as HTML](#) - [Web Search](#) - [Library Search](#)
**The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships**

E Garbarino, MS Johnson - Journal of Marketing, 1999 - JSTOR

... among global evaluations of satisfaction, **perceived** value, and ... should be used to build **customer** relationships (eg ... of the traditional seating **priority** (not a ...Cited by 623 - [Related Articles](#) - [Web Search](#)
**Measuring Customer-Perceived Value in Business Markets A Prerequisite for Marketing Strategy ... - all 2 versions »**

W Ulaga, S Chacour - Industrial Marketing Management, 2001 - Elsevier

... the Marketing Science Institute identified "value-related" issues as a research **priority**. ... This, however, still needs to be **perceived** by the **customer**. ...Cited by 45 - [Related Articles](#) - [Web Search](#)
**[PDF] The nature of customer relationships in services**

V Liljander, T Strandvik - Advances in Services Marketing and Management, 1995 - shh.fi

... they are more likely to be **perceived** in a negative sense than the other five bonds. ...The list is structured with **priority** given to the **customer's** point of ...Cited by 159 - [Related Articles](#) - [View as HTML](#) - [Web Search](#)
**[BOOK] Contextual Design: Defining Customer-Centered Systems - all 4 versions »**

H Beyer, K Holtzblatt - 1997 - books.google.com

... But in some ways, IT is too close to its **customer** because the cus -tomer ... do you see a whole process from the point ofview ofeveryday life **experience**, and how ...Cited by 941 - [Related Articles](#) - [Web Search](#) - [Library Search](#)
**[BOOK] The Psychology of Waiting Lines - all 3 versions »**

DH Maister, Harvard Business School - 1984 - virtualhold.net

... Whatever **priority** rules apply, the service provider must make ... the Service, the Longer the **Customer** Will Wait ... for waiting depends upon the **perceived** value of ...Cited by 161 - [Related Articles](#) - [View as HTML](#) - [Web Search](#) - [Library Search](#)






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HP Chao, R Wilson - The American Economic Review, 1987 - JSTOR

... spot price at which the **customer** would make ... a less costly form of market **organization**  
 if supplies ... of rationing, the construction of **priority** service contracts ...

[Cited by 98](#) - [Related Articles](#) - [Web Search](#)
**Organization of corporate web pages: Publics and functions - all 2 versions »**

SL Esrock, GB Leichty - Public Relations Review, 2000 - Elsevier

... was treated as an indicator of the **priority** that an **organization** gave to ... The specific  
 audiences that were coded included **customer/customer** service, dealers ...

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**Organization and Customer: Managing Design and Coordination of Services - all 2 versions »**

R Larsson, DE Bowen - The Academy of Management Review, 1989 - JSTOR

... of the role, or part, that the **organization** wants the ... large roles when confronted  
 with high **customer** motivation to ... be minimized by giving first **priority** to the ...

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**[PDF] Balance Your Balanced Scorecard - all 2 versions »**

R Lawton - Quality Progress, 2002 - e-gov.gr

... 3. Have you identified which of the **organization's** products and ... 6. What is currently  
 given higher organizational **priority** than **customer** satisfaction? ...

[Cited by 12](#) - [Related Articles](#) - [View as HTML](#) - [Web Search](#)
**The Management of Customer-Contact Service Employees: An Empirical Investigation - all 3 versions »**

MD Hartline, OC Ferrell - Journal of Marketing, 1996 - JSTOR

... should be the number one **priority** of my ... care about the quality of my **organization's**  
 services .774 ... you evaluate the performance of **customer**-contact employees? ...

[Cited by 274](#) - [Related Articles](#) - [Web Search](#)
**[BOOK] Designing the customer-centric organization**

JR Galbraith - 2005 - marshall.usc.edu

... You compete with your **organization!** Page 5. © Jay R. Galbraith ... Portfolio of customers —  
**customer** profitability Portfolio of products **Priority** setting basis ...

[Cited by 9](#) - [Related Articles](#) - [Web Search](#) - [Library Search](#)
**Factors contributing to the success of customer oriented interorganizational systems - all 4 versions »**

ALM Cavaye, PB Cragg - Journal of Strategic Information Systems, 1995 - Elsevier

... In none of the cases was the full cost of development passed on by the sponsoring  
**organization** to the **customer**: development cost was considered a necessary ...

[Cited by 31](#) - [Related Articles](#) - [Web Search](#)
**A field service support system using a queueing network model and the priority MVA algorithm - all 3 versions »**

HT Papadopoulos - Omega, 1996 - Elsevier

... On applying the **priority** mean value analysis (PMVA) algorithm ... model with the data of the FS **organization** of a ... mean sojourn (repair) time of a **customer** of any ...

[Cited by 11](#) - [Related Articles](#) - [Web Search](#)

**A Customer-Based Framework for Funding Priority Research on Bats and Their Habitats - all 3 versions »**

EB Arnett, JB Haufler - Wildlife Society Bulletin, 2003 - JSTOR

... to planning and implementation of **priority** research projects ... their respective agency's or **organization's** needs are ... NWBC pro- vides a **customer**-based framework ...

[Cited by 4](#) - [Related Articles](#) - [Web Search](#)

**Work organization, control and the experience of work in call centres - all 3 versions »**

P Taylor, G Mulvey, J Hyman, P Bain - Work, Employment & Society, 2002 - wes.sagepub.com

... s service to the **customer**, are given higher **priority**. ... the actual, or anticipated, value of **customer** demand is ... offered and, in turn, shapes work **organization**. ...

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